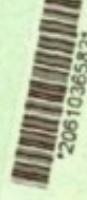




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15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method



## P O S T C A R D

PLACE  
POST  
CLASS  
STAMP  
HEDGES

Finally, a welcome sign for people who smoke. Call 1-800-494-5444 for more information.

The only thing allowed to smoke  
in some restaurants these days is the grill.  
For Benson & Hedges, dive right in!

## GET A FRIEND TO JOIN THE CLUB

Just pass this survey on to a friend who smokes and is 21 years of age or older. Have them fill it out and mail it back to us. If they qualify, they could be in for some exclusive offers and real savings on their favorite cigarette. Now we're talking pleasure.

Mr.  
 Mrs.  
 Ms.

Address \_\_\_\_\_ Apt. \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone ( ) \_\_\_\_\_

By completing and signing the survey below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.

Signature X \_\_\_\_\_  
(required)

Date of Birth / /  
(required) Month Day Year      Today's Date / /  
Month Day Year

1. What is your regular brand of cigarettes - that is, the brand you smoke most often?

(brand)

6. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

- Alpine     GPC     Parliament
- Basic     Kent     Salem
- Benson & Hedges     Kool     Store Brand / Generic
- Best Buy     Marlboro     True
- Cambridge     Minty     Vantage
- Camel     Monarch     Virginia Slims
- Capri     Montclair     Winston
- Carlton     Newport     None
- Doral     Now     Other Brand (List below)

7. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton equals 10 packs.)

Brand Name # of Packs

2. Is your regular brand...? (Check one.)

Regular/King Size     100's     120's

3. Is your regular brand...? (Check one.)

Menthol     Non-Menthol

4. Is your regular brand...? (Check one.)

Lowest/1 mg Tar     Medium

Light/Mild     Full Flavor

Ultra/Extra Low Tar

5. What, if any, was your previous brand?

(brand)

(other brand)

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